



R. J. Reynolds Tobacco Company
DORAL BOX
 NEW BRAND INTRODUCTION

Account: MIDDLESEX TOBACCO

Brand Promotion		New Doral Box	New Doral Box B2G1F Displays
--------------------	--	---------------	---------------------------------

Allocation (cs)		7 cs Doral FFBx 7 cs Doral LtBx 7 cs Doral FFMBx	5 cs Doral FFBx 5 cs Doral FFMBx
Displays			75 (for low volume stores only)
Payment		.50 for each ctn allocated product sent to retail by 4/5/96 (\$15.00/6M cs)	\$2.00 to sales person for each low volume account a display is sold to (LIMIT 1 display per account)
Date Product Shipped	3/11/96	3/18/96	
<i>W/IN ORDR. WITHIN 142 RECV. PREBOOKS</i>	___ cs Doral FFBx ___ cs Doral LtBx ___ cs Doral FFMBx	___ cs Doral FFBx ___ cs Doral LtBx ___ cs Doral FFMBx	<i>3/11/96 3/25/96 OK SANDY. ORDERED 3/8/96 FROM RO MARK. GOODMAN.</i>
Promotion	Placed on all contract displays	.30off/pack prebooked & paid by RJR Sales Reps	POS placed in all stores
Product shipped to retail		Immediately	
Payment for prebooked black lined and stickered product		28.00 per 12M case of product	

51850 3498

DORAL Full Flavor, Full Flavor Menthol and Lights Box

Direct Account Fact Sheet - Live Product

Introductory Allowances - Live Product

An introductory promotional payment of \$5 per 6M case will be available on all DORAL Full Flavor Box, Full Flavor Menthol and Lights Box allocated and shipped between March 11 and April 5, 1996. This promotional payment will be deducted from invoice. Credit-worthy customers will receive an additional 14 days to the regular terms on allocated purchases.

An additional \$10 per 6M case will be available on all DORAL Full Flavor, Full Flavor Menthol and Lights Box allocated and shipped from the direct account to retail between March 11 and April 5, 1996. A one-time payment will be made to the direct account on product that was shipped to retail. Payments will be issued by RJR to the direct account.

Ordering

First Ship Date: March 11, 1996

Pricing

DORAL Box styles will only be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	List Price	Carton	6M Case
DORAL Full Flavor Box	\$43.95/M	\$8.79	\$263.70
DORAL Full Flavor Menthol	\$43.95/M	\$8.79	\$263.70
DORAL Lights Box	\$43.95/M	\$8.79	\$263.70

Product Dimensions & Weights

	Length	Width	Height	Cube (ft.)	Weight
Pack	2.2047"	0.9055"	3.4055"	.004	.933 oz.
Carton	11.125"	1.875"	3.4375"	.041	10.13 oz.
6M Case	17.375"	11.3125"	11.125"	1.265	19.8 lbs.

UPC Information

	DORAL FF 83 Box	DORAL FF Menthol 83 Box	DORAL Lt 83 Box
Pack	12300-84099	12300-23283	12300-84199
Carton	12300-84013	12300-23284	12300-84113
6M Case	12300-84006	12300-23285	12300-84106

51850 3499

R. J. REYNOLDS TOBACCO COMPANY

DORAL Full Flavor, Full Flavor Menthol

Direct Account Fact Sheet - Promotional Product B1G1F

An introductory B1G1F program has been designed to provide trial on DORAL Full Flavor Box and DORAL Full Flavor Menthol Box (only DORAL Full Flavor Box and Full Flavor Menthol Box will be included in the B1G1F offer because these styles are strong performers in your markets).

DORAL FF and FF Menthol - Promotion Details

<u>Promotion Number:</u>	600895
<u>First Order Date:</u>	3/11/96
<u>Promotional Product Code:</u>	DORAL FF Box B1G1F 12300-22362 (6M Case) DORAL FF Menthol B1G1F 12300-22373 (6M Case) (All product shipped in white cartons)
<u>Display/Shipper Information:</u>	Special Shipper/B1G1F Kit #508880 (1/SKU) (Contains 1 Pack Display and 1 Offer-Specific Riser Card for Display)
<u>Display Load:</u>	Kit has been designed to hold: 2 Cartons - DORAL FF Box 2 Cartons - DORAL FF Menthol Box Direct Account to place 4 cartons of promoted product in kit and ship to retailer by April 5, 1996 (RJR to furnish illustration of kit).
<u>Special Display Allowance:</u>	A special display payment of \$2 per display (\$15 per 6M case) will be issued to the direct account by RJR for selling in the displays at retail by April 5, 1996.

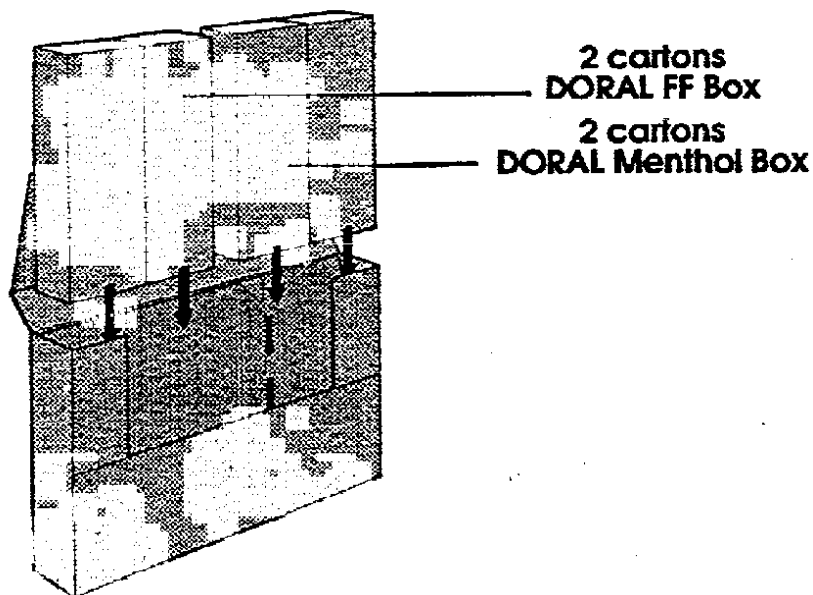
51850 3500

DORAL FF + MENTHOL BOX INTRO

51850 3501

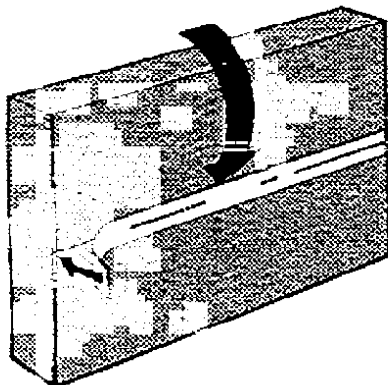
Wholesaler Packing Instructions DORAL FF + Menthol Box BIGIF

STEP 1 (promoted product in white carton)



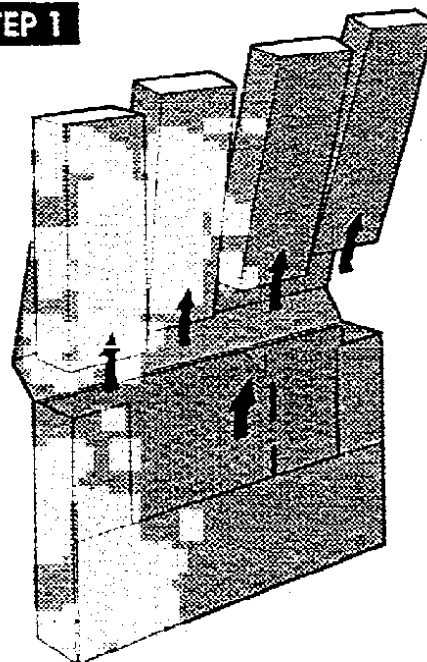
STEP 2

Seal and ship to retailer.



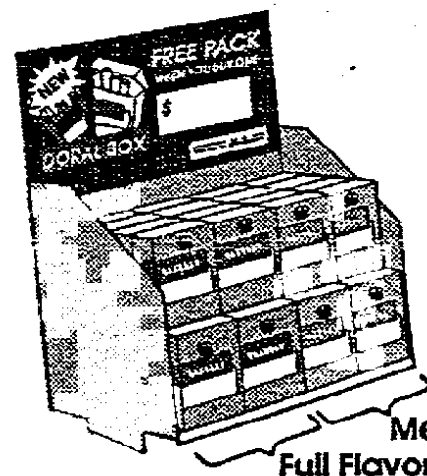
Retailer Set-up Instructions DORAL FF + Menthol Box BIGIF Display

STEP 1



- Open shipper
- Remove cartons.

STEP 2



- Take out display and assemble.
- Attach advertising card to display and write in price.
- Remove 20 BIGIF offers from four cartons and place in display.
- Position in primary selling location.

RJ Reynolds
Tobacco Company